

PATENT
Docket No. 20004/IAG-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Gould et al.

) I hereby certify that this paper is
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Serial No. 09/917,792

) **February 22, 2010**

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) **/Sergio D. Filice/**

For: COMPUTERIZED SYSTEM AND
METHOD FOR INCREASING THE
EFFECTIVENESS OF ADVERTISING

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Group Art Unit: 3688

)

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Examiner: Raquel Alvarez

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**TRANSMITTAL OF EXECUTED GENERAL POWER OF ATTORNEY
AND CHANGE OF CORRESPONDENCE ADDRESS**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Submitted herewith is an executed General Power of Attorney, a Change of
Correspondence Form, and a 3.73b Statement for filing in the above-identified application.

A payment is not believed to be due. The Commissioner is hereby authorized to charge any deficiency or any additional fees which may be required under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-2455.

Please refund any overpayment to Hanley, Flight & Zimmerman, LLC at the address below.

Respectfully submitted,

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